

There is no sure way of preventing enemy attacks, but a strong Civil Defense is a sure way to keep them from knocking us out. It's good Civil Defense to check your home regularly for such fire hazards as defective wiring, faulty chimneys and defective appliances.

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OPEN FRIDAY EVENINGS 'TIL 9 P.M.



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## Begin Work Soon on Neon Street Sign

Construction will begin soon on the large neon sign planned for the intersection of Torrance Blvd. and Western Ave., Dale Isenberg, executive secretary of the Chamber of Commerce, announced this week.

Money for the sign, which will direct traffic to the business section, is rolling in now, Isenberg said, and the sign will be installed just as soon as the total cost has been received. He added that he expects work to begin soon.

The Secretary expressed his appreciation to the many merchants and private citizens who have pledged money to finance the project.

The Chamber's public relations committee has spearheaded the drive to obtain the nine by sixteen foot colored neon sign identifying the central section of town.

Included in the sign will be a large blinking arrow directing the traffic to the downtown business area. At the bottom of the sign the club emblems of the various service clubs and fraternal organizations will be prominently displayed giving their meeting places and time of meeting, Isenberg said.

The City of Torrance has agreed to maintain the sign when completed. Dedication ceremonies will be held upon completion with Mayor Mervin Schwab pressing the button to illuminate the sign.

## Fashion Buying Trip Planned by Mrs. Schwartz

Mrs. Edward Schwartz, of 2467 Carson st., disclosed this week that she will leave Saturday for a combined business and pleasure trip to New York. She will be accompanied by her son, Alan, 5, and her aunt, Mrs. Tina Louis, of Redondo Beach.

They will travel to New York by train, and expect to fly home, arriving here on about April 25. While in the East, Mrs. Schwartz revealed that she will buy new spring and summer fashions for the Sam Levy Department Store. Mrs. Schwartz is buyer for the store, which is owned by her father.

She also indicated that they will visit her son's paternal grandparents, Mr. and Mrs. Murray Schwartz of Elizabeth, New Jersey.



**COMING — DONNA ATWOOD**  
Incomparable Ice Sweetheart, returns to Ice Capades of 1953 as star of the lavish production, "Brigadoon", one of the 10 big numbers in the 13th annual Ice Capades, which opens at the Pan-Pacific, April 30th for a limited run.

## Gardena Police to Stage Benefit Dance Saturday

The Gardena Police Dept. will hold their 15th annual benefit dance at the Palos Verdes Country Club, Saturday, April 25, at 8 p.m., according to Sgt. Floyd Hammond, chairman.

Don Ricardo's Recording Orchestra will provide dance music. Open to the public, admission will be nominal and door prizes will be awarded, Sgt. Hammond said.

Proceeds from the affair will be used by the Gardena Police Benefit Association to finance club activities.

Tickets may be purchased from any Gardena police officer or at the police station.

## Chamber Offers Safeguard Against Phony Salesmen

With the advent of warmer weather and longer daylight, swarms of out of town salesmen and solicitors are expected to begin operating in the residential areas of Torrance, according to Dale Isenberg, executive secretary of the Torrance Chamber of Commerce.

He points out that city licenses are required for such operations and the Chamber asks these salesmen to register their products and selling methods with the Chamber.

For those salesmen who co-operate, the Chamber issues a clearance card showing that the request has been complied with. Isenberg stated.

The Chamber has further co-operated by passing such information over the telephone to house-

wives and merchants.

Isenberg asserts that this procedure is designed not to hinder legitimate solicitations, but to keep out ones that do not meet the required standards. He further urged the housewives and merchants to ask to see the yellow Chamber of Commerce Clearance Card from solicitors calling at their door. The housewives and merchants should keep in mind two good slogans, "Before you invest, investigate" and "If you don't know the merchandise, be sure you know the merchant."

Isenberg suggested a new slogan, "Try Torrance First" and become better acquainted with your local merchants and their products. The principal objection to doing business with people representing out of town products and projects is that if the merchandise or services you buy should turn out to be unsatisfactory your merchant is gone and you have no hope for adjustment, he pointed out.

## Food Carnival at Sav-Mart Today, Friday, Saturday

A Salesman's Food Carnival is scheduled for Sav-Mart, 23401 S. Western Ave., for Thurs., Fri. and Sat., April 9, 10 and 11, Charles Del Curto, owner and operator of the super market, has announced.

Booths in front of the store will feature MJB coffee, Lever Bros. products, Pet Milk, Dennison's Foods, Laura Scudder's products, Kellogg's cereals, and Iris food products.

There will be free food samples given away, Del Curto disclosed.

## Market Awards Water Heater

Mrs. Mildred Johnstone, of 23210 Salena was the winner of a Rheem water heater awarded following a drawing held Tuesday at the Sav-Mart, according to Charles Del Curto, owner of the market at 23401 S. Western Ave.

The drawing Tuesday climaxed a three-week period during which Sav-Mart customers deposited numbered stubs.

A child, selected at random from among the stores' customers, drew the lucky stub held by Mrs. Johnstone. The child, incidentally, was awarded a lolly-pop for his efforts.

## Adult Softball Teams Open

All persons who are interested in entering a team in the softball program for adults sponsored by the Torrance Recreation Department are invited to attend the second organizational meeting to be held Tuesday, April 14 at 7:30 p.m. in the recreation office, 1347 El Prado.

This will be the last opportunity that team managers will have to enter their teams in this year's competition, since league play will begin May 4, according to Elmer Moon, athletic director. A drawing for league schedule making will be held. Copies of the Rules of Play will be distributed and entry fees accepted.

Trophy fee for individual trophies and a sponsor's trophy for the winning team in each league will also be levied.

## Local Executive To Stage Class Reunion Party

Hampden Wentworth, top executive of the Longren Aircraft Co. of Torrance, will be in charge of an open house for alumni of the Culver Military Academy of Culver, Indiana.

The reunion function will be held on Thursday, April 23, at the LaVente Inn in Palos Verdes. Motion pictures taken on Culver's Indiana campus will be shown for the benefit of parents and boys who may be interested in either the winter school program or one of the school's three summer camps.

Col. A. R. Elliott, executive officer of the Academy, will be there to answer questions, Wentworth announced.

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OPEN FRIDAY NITES 'TIL 9 P.M.

## RULES

Here are the simple rules. Since this contest is restricted to residents of this area only, you have an excellent chance to win.

### Use Coupon Below

1. Write your suggested NAME for this new milk drink on the coupon below. Tear off and mail to Mayfair Creamery, 20301 So. Western Avenue, Torrance, Calif.

Send as Many Names as You Wish

2. Names will be considered on the basis of originality and aptness of thought. Send as many as you wish. Each must be written on a separate piece of paper; each must include your name and address. Send on a postal card, or a letter, if you prefer.

### Suggested Names

3. Suggested name for this milk drink should be short and descriptive. For example: New Moo, Mil-keen. Perhaps you can suggest a better name.

Contest Closes Midnight April 26

4. All entries must be received before midnight, April 26, to be considered. All entries become the property of Mayfair Creamery. None can be returned. Selection of the judges is final. If duplicate names are submitted, the entry with the earliest postmark will be considered. Employees of Mayfair Creamery and their advertising agency may not participate in this contest. Winner's name will be announced within 3 weeks after contest closes.

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There's a tantalizing flavor in this new milk drink!

It's Mayfair's homogenized Vitamin D, vacuum processed milk, plus this tantalizing flavor. We need a brand name for this new milk drink. It should be short and descriptive. If your suggested name wins, you'll receive \$100 in cash. Send your entry before April 26. Fill in and tear off the coupon, at left. Mail it today. No purchase necessary.

Mail your entry to

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